

ORDER



Orders
Order / Rev: 691044
Alt Order #: 06179934
Product Desc: NRCC-IE 2012
Estimate: 2604
Flight Dates: 10/19/12 - 10/25/12
Original Date / Rev: 06/15/12 / 10/26/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: National Media Research Planning/ PC
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: NRCC-IE
Demographic: A25-54
Product Codes: PL-State/Local,IS-Issue/Non
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/25/12	53	\$70,600.00	\$60,010.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	53	\$70,600.00	\$60,010.00	0.00
Totals	53	\$70,600.00	\$60,010.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	10/19/12	10/19/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$900.00		0.00			
E 2	WKYC	10/19/12	10/19/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$600.00		0.00			
E 3	WKYC	10/19/12	10/19/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$500.00		0.00			
E 4	WKYC	10/19/12	10/19/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$1,000.00		0.00			
E 5	WKYC	10/19/12	10/19/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$1,800.00		0.00			

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Advertiser: NRCC-IE
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 Estimate: 2604

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WKYC	10/19/12	10/19/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,200.00		0.00						
E 7	WKYC	10/19/12	10/19/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	----F--	:30	1	\$2,200.00	P-5	0.00	NM	1	\$2,200.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$2,200.00		0.00						
E 8	WKYC	10/19/12	10/19/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,500.00		0.00						
E 9	WKYC	10/19/12	10/19/12	M-F 730-8p Entertainment Tonight	CM	730-8p	----F--	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,600.00		0.00						
E 10	WKYC	10/19/12	10/19/12	Fri Prime B Fri Prime B	CM	9-10p	----F--	:30	1	\$2,800.00	P-5	0.00	NM	1	\$2,800.00
GRIMM-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$2,800.00		0.00						
E 11	WKYC	10/22/12	10/22/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	M-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$2,000.00		0.00						
E 12	WKYC	10/22/12	10/22/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$900.00		0.00						
E 13	WKYC	10/22/12	10/22/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$600.00		0.00						
E 14	WKYC	10/22/12	10/22/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$500.00		0.00						
E 15	WKYC	10/22/12	10/22/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,000.00		0.00						
E 16	WKYC	10/22/12	10/22/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,800.00		0.00						
E 17	WKYC	10/22/12	10/22/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,200.00		0.00						
E 18	WKYC	10/22/12	10/22/12		CM	M-Su 6:28p-7p	M-----	:30	1	\$2,200.00	P-5	0.00	NM	1	\$2,200.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 29	WKYC	10/25/12	10/25/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$500.00		0.00						
E 30	WKYC	10/25/12	10/25/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,000.00		0.00						
E 31	WKYC	10/25/12	10/25/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$1,800.00	P-3	0.00	NM	0	\$0.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	10/22/12-10/28/12		M-F 6-630p	6p-630p		---Th----	:30	(\$1,800.00)	0.00	NM				
Credited															
E 32	WKYC	10/25/12	10/25/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	---T---	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,200.00		0.00						
E 33	WKYC	10/25/12	10/25/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	---T---	:30	1	\$2,200.00	P-5	0.00	NM	1	\$4,000.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$2,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	10/22/12-10/28/12		Nightly News	M-Su 6:28p-7p		---Th----	:30	(\$2,200.00)	0.00	NM				
See MG 33.2 [NA/Oversold]															
2	NKYC	10/25/12-10/25/12		Thu Prime C	10-11p		---Th----	:30	\$4,000.00	0.00	NM				
Ⓜ MG for 40.1,33.1															
E 34	WKYC	10/25/12	10/25/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,500.00		0.00						
E 35	WKYC	10/25/12	10/25/12	M-F 730-8p Entertainment Tonight	CM	730-8p	---T---	:30	1	\$1,600.00	P-3	0.00	NM	3	\$1,600.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	1		\$1,600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	NKYC	10/22/12-10/28/12		M-F 730-8p	730-8p		---Th----	:30	(\$1,600.00)	0.00	NM				
See MG 35.2,35.3,35.4 [Prgm Change]															
2	NKYC	10/20/12-10/20/12		Browns Insider	SA 1030-11a		-----Sa--	:30	\$350.00	0.00	NM				
Ⓜ MG for 35.1 10/25															
3	NKYC	10/19/12-10/19/12		M-F 10-11a	10a-11a		-----F----	:30	\$250.00	0.00	NM				
Ⓜ MG for 35.1 10/25															
4	NKYC	10/19/12-10/19/12		M-F 5-6p	5p-6p		-----F----	:30	\$1,000.00	0.00	NM				
Ⓜ MG for 35.1 10/25															
E 36	WKYC	10/23/12	10/23/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	-T-----	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
CH 3 NWS AT 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$2,000.00		0.00						
E 37	WKYC	10/23/12	10/23/12	Tonight Show	CM	1135p-1237a	-T-----	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1				\$500.00		0.00			
E 48	WKYC	10/24/12	10/24/12	M-F 5-6p Dr. Phil	CM	5p-6p	--W----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1				\$1,000.00		0.00			
E 49	WKYC	10/24/12	10/24/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--W----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1				\$1,800.00		0.00			
E 50	WKYC	10/24/12	10/24/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--W----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1				\$1,200.00		0.00			
E 51	WKYC	10/24/12	10/24/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	--W----	:30	1	\$2,200.00	P-5	0.00	NM	1	\$2,200.00
NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1				\$2,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NKYC	10/22/12-10/28/12		Nightly News		M-Su 6:28p-7p	--W-----	:30		(\$2,200.00)		0.00	NM		
		See MG 51.2 [NA/Oversold]													
2	NKYC	10/24/12-10/24/12		Wed Prime A		8-9p	--W-----	:30		\$2,200.00		0.00	NM		
		Ⓜ MG for 51.1 10/24													
E 52	WKYC	10/24/12	10/24/12	M-F 7-9a Today Today Show	CM	7a-9a	--W----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1				\$1,500.00		0.00			
E 53	WKYC	10/24/12	10/24/12	M-F 730-8p Entertainment Tonight	CM	730-8p	--W----	:30	1	\$1,600.00	P-3	0.00	NM	1	\$1,600.00
ENT TONIGHT 30															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----		1				\$1,600.00		0.00			
													Totals	53	\$70,600.00